

Public Service Announcement

Individual or Team Event

Eligibility

- Each local chapter may submit one (1) entry that may be created by an individual or by a team of two (2) or three (3) members.
- No more than one (1) team member may have competed in this event at a prior NLC.
- No more than one member in a team of two or two members in a team of three may be substituted should circumstances arise that warrant the substitution.
- Between the RLC and SLC, or between the SLC and NLC, in the case of an unforeseen situation, one (1) team member may be substituted with the approval of the State Office. Failure to discuss this change with the State Office could result in team disqualification.
- At least one team member MUST participate in the presentation at SLC.

Procedure

The 2015 topic will be: Green Teens—Produce a PSA that points out simple life changes teens can make that will impact our environment in a positive way.

- Public service ads (PSA) or public service announcements are basic messages to the public that raise awareness on a specific social issue. This event recognizes FBLA members who demonstrate the ability to research a topic (issue) and create an original and informative thirty (30) second PSA video, raising awareness and/or evoking a changed attitude toward the issue.
- The presentation is an explanation of the topic research, script development, and video production.
- The PSA must be shown to the judges. The presentation should include, but not be limited to: the team's objective toward the topic, major findings from the topic research, the script writing process, use of different video techniques, a list of equipment and software used; and copyright issues with pictures, music or other items.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- Competitors' must bring their own script copy if they want to refer to it during the presentation.

Administration of Events

RLC	SLC
The video production may use any method to capture or create movie images.	The video production may use any method to capture or create movie images.
Videos will not be submitted for prejudging. Videos must be shown to judges by the presenters at RLC.	Videos will not be submitted for prejudging. Videos must be shown to judges by the presenters at SLC.
Chapters must provide their own audio/visual equipment, except screens. A copy of the presentation must be provided by the participant(s).	Chapters must provide their own audio/visual equipment, except screens. A copy of the presentation must be provided by the participant(s).
All individuals will present at RLC.	The top 8 finalists will present again present to determine the final rankings.
Schedules will be posted at RLC, not before.	Finalists and schedules will be posted at SLC, not before.
All team members should participate in the performance; a minimum of one member must present.	All team members should participate in the performance; a minimum of one member must present.
All team members must be registered for RLC.	All team members must be registered for SLC.
Top THREE finishers advance to SLC competition.	Top THREE finishers advance to NLC competition.